

# Investment Readiness in Coventry

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# Programme Purpose



- The West Midlands Investment Readiness programme aims to address demand-side weaknesses in Small to Medium Enterprises (SME's) access to external finance in the West Midlands.
- They are usually focused on equity finance (i.e. raising capital in exchange for an ownership share), but local programmes in England have also covered debt finance (e.g. applying for bank loans).
- The WM Investment Readiness Programme will include both equity and debt finance which will support the growth and scale up plans of the WM SMEs.



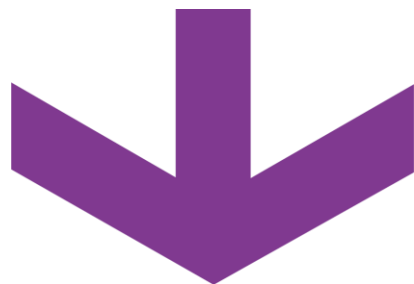
# Programme Aims



- Increasing the willingness of company leaders and start-ups to seek external finance.
- Improving the average quality of investment propositions from the investor perspective
- Addressing the perceived or real weaknesses / credibility issues within business leadership teams.
- Improving the understanding among business leaders of how to 'sell' their business to equity investors / banks, identify and locate suitable partners.
- Improving the awareness of the non-monetary value that external financiers can bring to a business.



# Programme Structure in Coventry



## Engagement

- Marketing
- Networking
- Stakeholders



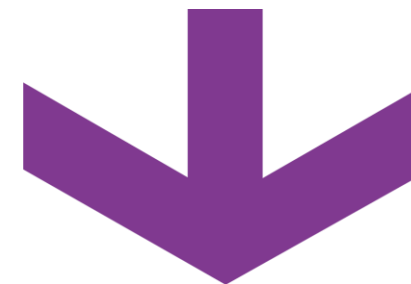
## Stage 1

- Information and Advice Sessions
- 121 Engagement
- Early Account Management & Diagnostic



## Stage 2

- Specialist Investment Workshops
- 1-2-1 Advice
- Engagement with Funders
- Account Management
- 12-month access to Funding Hero platform



## Resources

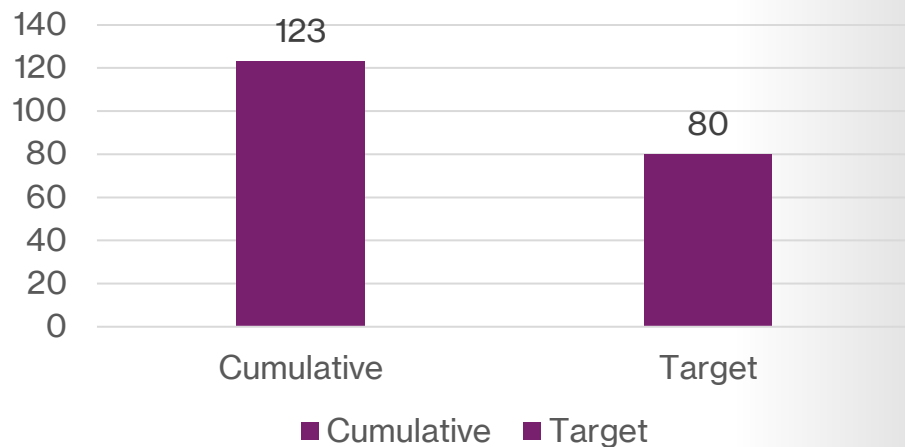
- Turnkey
- Funding Hero
- FindItinCW



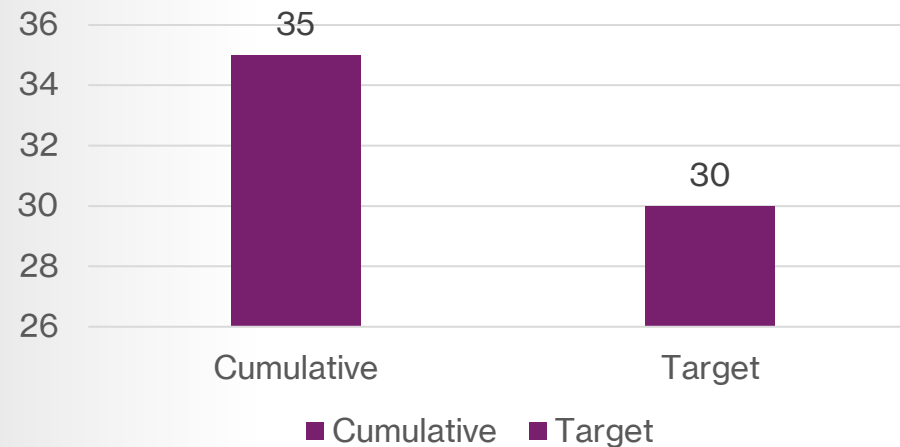
# Year 1 – Coventry Engagement Statistics



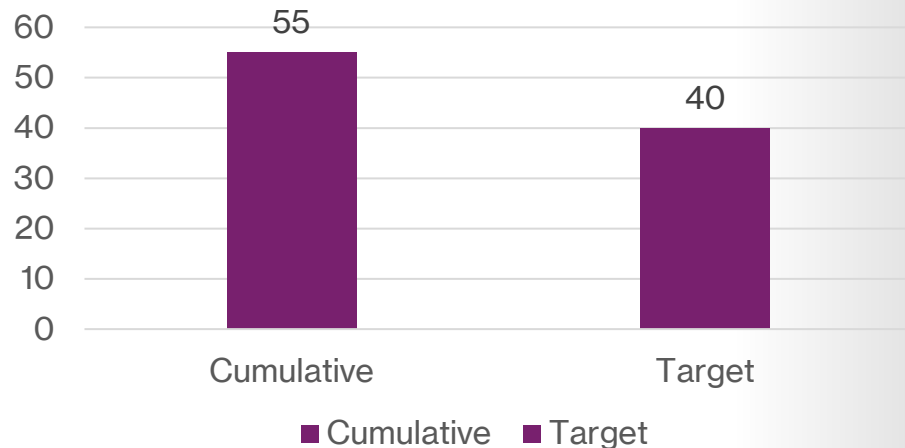
## Marketing and Engagement



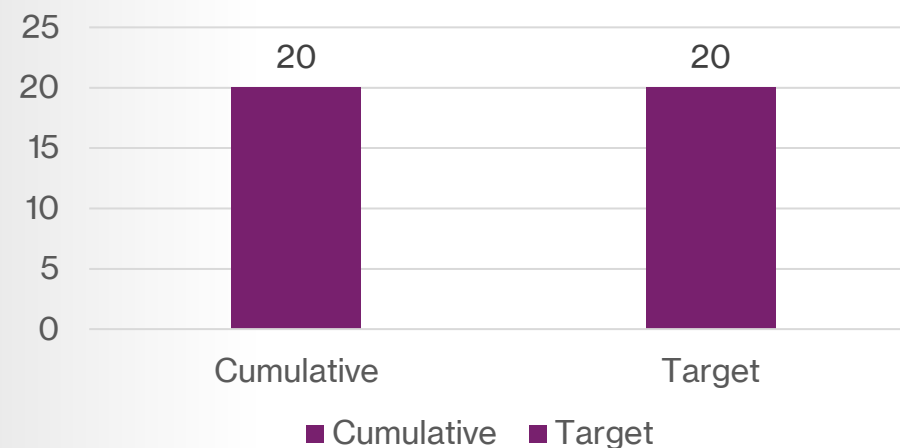
## Stage 1 - Engagements



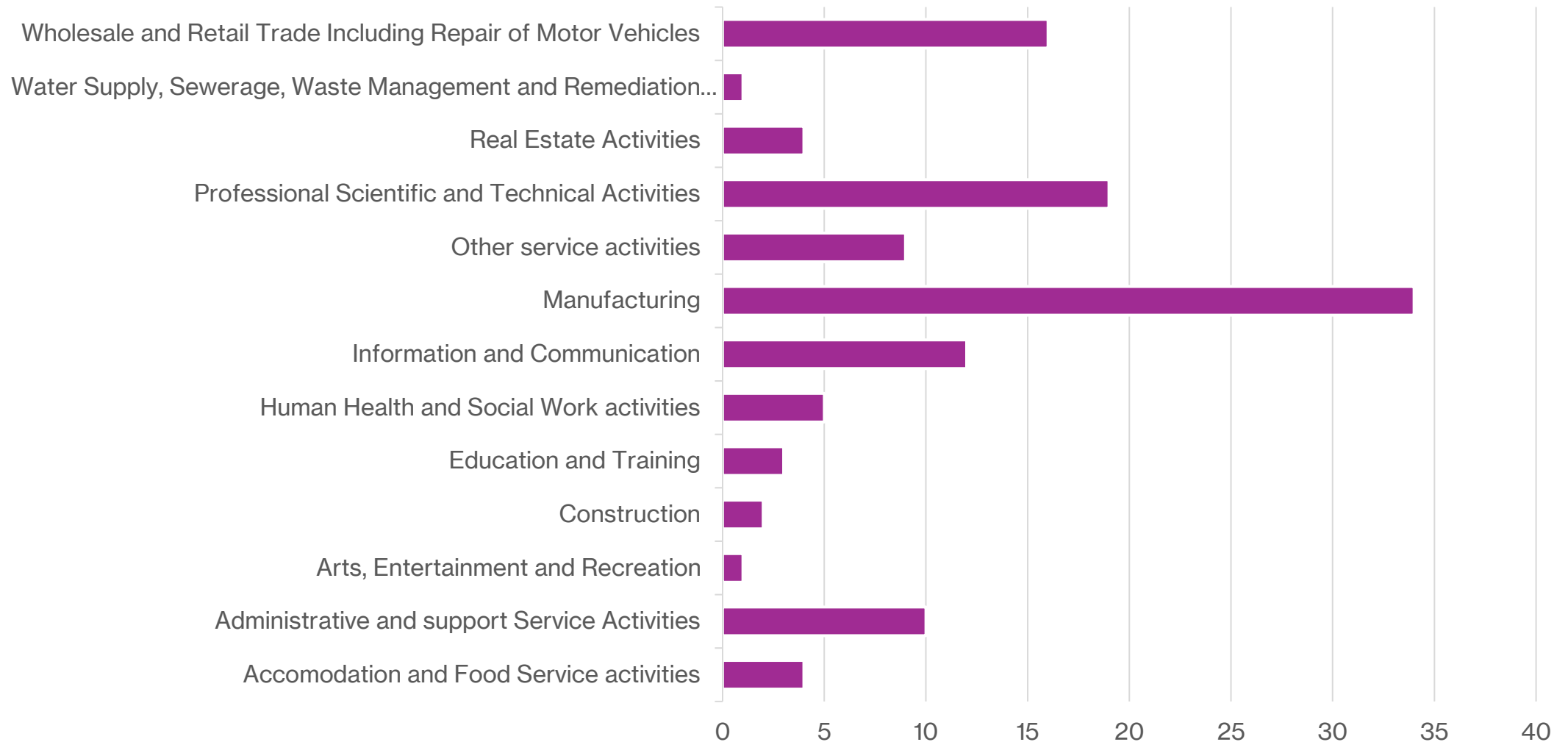
## Registrations



## Stage 2 – Phase 1 Engagements



# Sector Breakdown of SME engagement with the Coventry Investment Readiness Programme





# About the Programme in Coventry



## Stage 1

### Information & Expert Advice

- Debt finance
- Asset finance
- Finding and applying for grants
- Equity & Venture Capital
- Angel Investors & Crowdfunding
- Pitch Decks

## Stage 2

### 1:1 Mentoring & Specialist Advice

- Dedicated online tools
- Support from experienced investors
- Development of pitch decks
- Business planning/modelling
- Intellectual Property review
- Valuation guidance
- Technology review and more





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Investment Readiness

# General Overview of the Programme in Coventry



Business  
Solutions

*Partnering with.....*

turnkey  
amplified growth

*Positive impacts and outcomes to date:*

- Level of interest in the programme amongst Coventry businesses – positive especially for a newly launched programme.
- Commitment of the businesses going through Stage 2 to stick with the Programme.
- Enabled us to build a strong group of investment partners and experts.
- Access to the Funding Hero platform for 12-months.
- Cohort 1 businesses now progressing their investment plans.





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# Investment Readiness Cohort 1 – Snapshot - Engagement



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Solutions

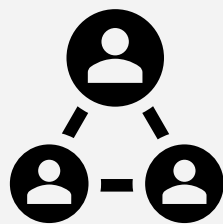


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# Investment Readiness Cohort 1 – Snapshot - Networking



# Views from Coventry businesses .....



West Midlands  
Combined Authority



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Investment Readiness

"Participating in the Investment Readiness programme has profoundly transformed my approach to securing investments. It has not only strengthened my confidence but also equipped me with the critical insights and strategies needed to adeptly navigate through the complexities of investment opportunities, ensuring I make well-informed decisions that propel my business forward."

**Emilia Moniszko - Blunt & Brave**

The Investment Readiness Programme is being delivered in Coventry by



Business  
Solutions  
C&W

# Views from Coventry businesses .....



West Midlands  
Combined Authority



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“A brilliant programme, delivered by an outstanding dedicated team of professionals who are passionate about supporting entrepreneurs and businesses, helping to guide them through and over barriers to achieve growth.”

**Kenan Cigdem - Plant Carbon Ltd**

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For further information click  
here - [Investment Readiness](#)



An EOI form can be  
completed here - [EOI Form](#)



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West Midlands  
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Funded by  
UK Government

## Investment Readiness Programme

A new programme, which aims to significantly improve the opportunity of gaining external investment for start-ups, early years high growth SMEs and scale up SMEs. Recruitment for Cohort 2, beginning Spring 2024, is now open.

Join our next FREE Investment Readiness Workshop to find out more and access a wealth of knowledge from specialist advisors.



Tuesday  
18th June 2024



Online  
Workshop



If you are interested, email  
[investmentreadiness@cwgrowthhub.co.uk](mailto:investmentreadiness@cwgrowthhub.co.uk) to book your place

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